

## ORDER



**Orders**  
**Order / Rev:** 162963  
**Alt Order #:** 06260751  
**Product Desc:** AMERICANS FOR PROSPE  
**Estimate:** 1812  
**Flight Dates:** 08/22/12 - 08/27/12  
**Original Date / Rev:** 08/02/12 / 08/02/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services  
**Buying Contact:** Elise Cloyd  
**Billing Contact:**  
 600 Fairmount Ave. #306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Issue/Americans for Prosperity  
**Demographic:** A50+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	19	\$31,800.00	\$27,030.00
08/27/12	08/27/12	4	\$5,000.00	\$4,250.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	19	\$31,800.00	\$27,030.00	0.00
September 2012	4	\$5,000.00	\$4,250.00	0.00
<b>Totals</b>	<b>23</b>	<b>\$36,800.00</b>	<b>\$31,280.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	30%	\$36,800.00
Market	100%	\$122,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	20%	\$24,533.33
WITI	23%	\$28,213.33
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	27%	\$33,120.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/22/12	08/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	6	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$1,000.00		0.00			
E 2	WDJT	08/22/12	08/26/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p --WT--S	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00

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Advertiser: Issue/Americans for Prosperity  
 Product Desc: AMERICANS FOR PROSPE  
 Estimate: 1812

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WT--S		3		\$1,000.00			0.00			
E 3	WDJT	08/22/12	08/22/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --2----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--2----		2		\$2,000.00			0.00			
E 4	WDJT	08/23/12	08/23/12	Th 9p - 10p Person of Interest	CM	Th 9p - 10p ---2---	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
PERSON OF INTEREST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---2---		2		\$2,000.00			0.00			
E 5	WDJT	08/24/12	08/24/12	NFL Pre-Season Friday SPRT NFL Pre-Season Friday		Various ----2--	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
NFL PRESEASON GAME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	----2--		2		\$3,500.00			0.00			
E 6	WDJT	08/25/12	08/25/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----2-	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
JEOP/WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----2-		2		\$400.00			0.00			
E 7	WDJT	08/25/12	08/25/12	NFL Pre-Season Saturday SPRT NFL- Preason Saturday		Various -----2-	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
NFL PRESEASON GAME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----2-		2		\$3,500.00			0.00			
E 8	WDJT	08/27/12	08/27/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 2-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	2-----		2		\$1,000.00			0.00			
E 9	WDJT	08/27/12	08/27/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p 1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
10PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-----		1		\$1,000.00			0.00			
E 10	WDJT	08/27/12	08/27/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII 5-0														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-----		1		\$2,000.00			0.00			
Totals													23	\$36,800.00